



## 24 Hour NewsTowers™

### What is it?

Providing trade show attendees with the most current news and information in order to keep them on the exhibition floor has been a constant challenge to show producers. In today's "information economy," people can no longer do business in a vacuum, and keeping abreast of events is a necessity that often previously kept them in their hotel rooms or in lounges rather than on the show floor. The Towers are positioned in high traffic, strategic locations throughout the exposition venue.

The 24 Hour News Towers™ provides your attendees with a world of vital communications and up-to-the-second information. The service is delivered on large video monitors in self-contained kiosks that are positioned in high traffic areas throughout the convention facility. Select locations are likely in registration, exhibit hall entrance, in food courts and near transportation access queues.

### Why Does It Make Sense?

- Provides access to LIVE information that keeps attendees informed about New Products, World News, and Industry News.
- Provides access to up-to-the-minute event schedules, special messages, announcements and at event opportunities
- Provides an opportunity to utilize at event TV to promote new products and services within an internationally recognized medium
- Audited research documents that over 95% of show attendees will watch Convention News multiple times during an event
- Real time communications medium is installed through out the event venue.
- Access to LIVE FOX News will keep attendees in touch with the world and in the venue
- Experienced production and technology staff remain on-site throughout the event

Exhibitors can have their existing 30 and 60 second videos played on the bottom screens of the 24-Hour News Towers, as well as Feature Interviews conducted at the show site. Backlit signage is also available for exhibitors to display their messages!



